

Subject: And the Winners of the 2016 Great Streets Challenge Are...

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Eric
Garcetti
#lamayor

GREAT^{LA}
STREETS

Announcing the 2016 Great Streets Challenge Winners

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MAYOR GARCETTI ANNOUNCES WINNERS OF GREAT STREETS CHALLENGE

LOS ANGELES — Mayor Eric Garcetti today announced the winners of the Great Streets Challenge, a program that will award a total of \$2 million to community-driven initiatives to re-imagine Los Angeles' iconic commercial corridors. The seven selected projects span from Panorama City to Watts, and from the Westside to Boyle Heights.

"Our streets belong to the people who use them every day, and the Great Streets Challenge empowers Angelenos to reimagine public spaces in their own neighborhoods," said Mayor Eric Garcetti. "These grants will allow community groups to bring a vision to life — transforming streets across Los Angeles into vibrant, walkable spaces that reflect the unique character of their communities."

Each community partner will receive up to \$13,000 for community outreach, and will be supported by technical consultants and City staff in implementing transportation, economic, and cultural projects.

Four of the Challenge Grant projects will create temporary pop-up projects, while the other three will use the funds to make permanent street improvements.

"These grants will not only enhance the quality of our neighborhoods, but will also spur our local economy by increasing foot traffic along our busiest boulevards," said Los Angeles City Council President Herb J. Wesson, Jr. who represents the 10th Council District. "The long-term benefits of these projects

will not only provide for the residents of the tenth council district, but will serve Angelenos citywide for years to come."

The City received 37 applications from 99 partner organizations. An external panel selected the winning teams based on the strength of their community outreach strategy, and alignment with the City's health, mobility, and economic development goals.

Six of the seven project areas fall outside of the 15 Great Streets corridors announced in 2014 — a first for the Great Streets Challenge.

"I am thrilled the Mayor selected Robertson Boulevard as a recipient of the Great Streets Challenge grant," said Councilmember Paul Koretz of the 5th District. "I've been working with the South Robertson Neighborhoods Council to come up with creative ways to turn this major north/south thoroughfare into a safer, more walkable, artistic and vibrant center for everyone. The grant money will allow us to further our goals of creating, attracting, and providing more community access, reducing commercial vacancies, improving parking while enhancing safety for those by car, foot, transit or bike."

The Great Streets Challenge builds on a series of neighborhood enhancement projects launched in recent months by Mayor Garcetti's Great Streets Initiative. Most recently, Mayor Garcetti unveiled safety improvements along a stretch of Van Nuys Boulevard.

About the Great Streets Initiative

Mayor Eric Garcetti launched the Great Streets Initiative in October 2013 to transform streets across the city into more vibrant public spaces. A Great Street is a street that serves as the center of a neighborhood, where people can walk, meet, learn, and play on a daily basis. The Great Streets Initiative's goals include improving safety and access, increasing economic activity, and encouraging community engagement. For more information, including a full list of Great Streets corridors and programs, visit www.LAGreatStreets.org.



Grant Housing & Economic Development Corporation and Watts Re:Imagined

Wilmington Ave. between 103rd St. and Imperial Hwy. (CD15)

Project goal: To lead a radical and positive transformation in Watts aligned with citywide plans for sustainability, public health and green space, infrastructure investment, transit oriented development (especially affordable housing), and support for private investment focused on the under-served community.



Pacoima Beautiful

Parthenia Blvd. and Van Nuys Blvd. (CD6)

Project goal: To transform a median at the intersection of Van Nuys and Parthenia in Panorama City into a new public space. This project will show how our streets can be reimagined to create safer and more socially and economically vibrant communities.

Pico Great Street Collaborative



Pico Great Street Collaborative

Pico Blvd between Fairfax Ave. and Burnside Ave. (CD10)

Project goal: To make the Pico Blvd Great Street a walkable and bikeable "destination" for the neighborhood and beyond, with vibrant public gathering spaces and thriving local businesses.



Proyecto Pastoral at Dolores Mission

Proyecto Pastoral

1st St. between Mission Rd. and Gless St. and 4th St. between Gless St. and Clarence St. (CD14)

Project goal: To improve safety conditions in a high traffic area by improving street crossings and signage and by engaging residents to build a strong culture around safety.

The SORO logo consists of the word "SORO" in white, sans-serif capital letters, centered within a solid teal rectangular background.

SORO



South Robertson Community Foundation, Inc.

South Robertson Community Foundation

Robertson Blvd. between Cadillac Ave. and Kincardine Ave. (CD5 and CD10)

Project goal: To improve our local business district by creating an improved balance between residents and businesses, while enhancing the environment in which the businesses can operate. This will be achieved through a commitment to complete streets solutions, pedestrian first policies, sustainable transportation options, and a multi-modal traffic grid.



Thai Community Development Center

Hollywood Blvd. between Western Ave. and Harvard Blvd. (CD13)

Project goal: To facilitate a safe, clean, highly walkable cultural destination for the Thai Town/East Hollywood neighborhood by activating a community space. Our project helps us build upon the placemaking and economic development activities that we have been engaged in for over two decades in the area.



West Angeles Community Development Corporation

Crenshaw Blvd. between W. 52nd St. and W. 63rd St. (CD8)

Project goal: To create a safe, highly livable, and engaging Crenshaw Corridor, accessible to seniors, youth, families, residents, visitors, and persons of all abilities. It can become a corridor that connects the greater Park Mesa Heights/Hyde Park Neighborhood to existing amenities, public transportation, and local businesses.

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